

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A computer-implemented method for determining when to place an advertisement for an item on a first page of search results for a search request related to the item, the method comprising:

under control of one or more computer systems configured with executable instructions,

receiving search data relating to previously-executed searches, the search data indicating:

search terms submitted by users;

placement of links to information for the item within

corresponding sets of search results provided for display to users; and

whether the users selected the link for the item from the search results;

determining, based at least in part on the received search data, an extent relating a search term to an item, the extent being a function of at least:

a frequency of selection of a link to information for the item when the link is displayed; ~~displayed~~ and

a page number on which the link was presented in a set of search results generated by execution of the search term, the extent being determined to be greater for a higher page number at the same frequency of selection; and

upon receiving a search request containing the search term, determining to place an advertisement for the item on the first page of the search results for the search request when the extent exceeds calculated extents relating the search term to other items for which links to information for said other items appear in the search results for the

search request, said determining being independent of a page number of the search results on which the link for the item is configured to be displayed, wherein said search results are to be provided to a consumer computer system different from ~~than~~ said one or more computer systems, and wherein the link for the item is distinct from the advertisement for the item.

2. (Previously presented) The computer-implemented method of claim 1 wherein the first page of the search results for the search request excludes any link to information for the item that is unassociated with the advertisement.

3. (Canceled)

4. (Previously presented) The computer-implemented method of claim 1 wherein the search data is generated by a search engine service.

5. (Previously presented) The computer-implemented method of claim 1 wherein the search data is received from a search engine service.

6-8. (Canceled)

9. (Previously presented) The computer-implemented method of claim 1 wherein the search data is derived from information sources.

10. (Previously presented) The computer-implemented method of claim 9 wherein the information sources include web pages.

11. (Previously presented) The computer-implemented method of claim 9 wherein the information sources include content not available through the Internet.

12. (Previously presented) The computer-implemented method of claim 11 wherein the content is the text of a book.

13. (Currently amended) A computer-implemented method for determining when to place an advertisement for an item on a first page of search results for a query related to the item, the method comprising:

under control of one or more computer systems configured with executable instructions,

in response to receiving a search query submitted from a consumer computer system different from said one or more computer systems and including a search term, determining a score based at least in part on:

a frequency at which users selected a link to an item presented in sets of search results for previously-submitted queries including the search term and related to the item when the link was included on a page other than a first page of each set of search results; and

for each set of search results, a page number for the page, wherein the score is determined to be greater for a higher page number at a common frequency of selection; and

requesting an advertisement for the item to be placed on the first page of search results to be provided to said consumer computer system in response to the received search query, independent of a page number of the search results on which the link for the item is configured to be displayed, the advertisement for the item being distinct from the link for the item.

14. (Previously presented) The computer-implemented method of Claim 13 wherein a search engine service provides the link to be included with the search results without payment of an advertising fee from an advertiser.

15. (Previously presented) The computer-implemented method of claim 13 wherein a fee is paid for requesting placement of the advertisement.

16. (Previously presented) The computer-implemented method of claim 13 wherein the advertisement is paid for by an advertiser on a cost-per-selection basis.

17. (Previously presented) The computer-implemented method of claim 13 wherein the links are provided without charge to a vendor of the item and the requested advertisement is paid for by the vendor on a cost-per-selection basis.

18. (Previously presented) The computer-implemented method of claim 13 wherein a fee paid for the advertisement associated with the search term is based on prominence of the placement of the link in the search result and number of selections of the link to the item of search results.

19. (Canceled)

20. (Previously presented) The computer-implemented method of claim 13 wherein a link is a reference to a web page associated with the item.

21-23. (Canceled)

24. (Currently amended) A computer system for determining when to place an advertisement for an item, comprising:

means for, in response to receiving a search query submitted from a client device different from said computer system and including a search term, determining a score based at least in part on:

a frequency at which users selected a link to an item presented in sets of search results for previously-submitted queries including the search term and related to the item when the link was included on a page other than a first page of each set of search results; and

for each set of search results, a page number for the page on which the link was included, wherein the score is determined to be greater for a higher page number at a common frequency of selection; and

means for requesting an advertisement for the item to be placed on the first page of search results to be provided to said consumer computer system in response to the received search query, independent of a page number of the search results on which the link for the item is

configured to be displayed, the advertisement for the item being distinct from the link for the item.

25. (Previously presented) The computer system of claim 24 wherein a search engine service provides the link of a search result without payment of an advertising fee from an advertiser.

26. (Original) The computer system of claim 24 wherein a fee is paid for requesting payment of the advertisement.

27. (Original) The computer system of claim 24 wherein the advertisement is paid for on a cost-per-selection basis.

28. (Original) The computer system of claim 24 wherein the links are provided without charge to a vendor of the item and the requested advertisement is paid for by the vendor on a cost-per-selection basis.

29. (Original) The computer system. of claim 24 wherein a fee paid for the advertisement associated with the search term is based on prominence of the placement of the link in the search result and number of selections of the link to the item of search results.

30. (Original) The computer system of claim 29 wherein a larger fee is paid when the placement is less prominent.

31. (Original) The computer system of claim 24 wherein a link is a reference to a web page associated with the item.

32-35. (Canceled)